

# ORDER



**Orders**

**Order / Rev:** 691044

Alt Order #: 06179934

Product Desc: NRCC-IE 2012

Estimate: 2604

Flight Dates: 10/19/12 - 10/25/12

Original Date / Rev: 10/05/12 / 10/05/12

Order Type: Political

**WKYC**

Primary AE: Joe Knauer

Sales Office: T-WAS

Sales Region: NAT

**Agency**

**Name:** National Media Research Planning/ PC

Buying Contact:

Billing Contact:

815 Slaters Lane

Alexandria, VA 22314

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

**Advertiser**

**Name:** NRCC-IE

Demographic: A25-54

Product Codes: PL-State/Local,IS-Issue/Non

Priority: P-5

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/25/12	56	\$73,300.00	\$62,305.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	56	\$73,300.00	\$62,305.00	0.00
<b>Totals</b>	<b>56</b>	<b>\$73,300.00</b>	<b>\$62,305.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	10/19/12	10/19/12	Tonight Show Tonight Show	CM	1135p-1237a	----F--	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
TONITE SHW-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--			1			\$900.00		0.00			
2	WKYC	10/19/12	10/19/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	----F--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--			1			\$600.00		0.00			
3	WKYC	10/19/12	10/19/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	----F--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--			1			\$500.00		0.00			
4	WKYC	10/19/12	10/19/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--			1			\$1,000.00		0.00			
5	WKYC	10/19/12	10/19/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	----F--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--			1			\$1,800.00		0.00			

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Advertiser: NRCC-IE  
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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WKYC	10/19/12	10/19/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	----F--	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$1,200.00		0.00						
7	WKYC	10/19/12	10/19/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	----F--	:30	1	\$2,200.00	P-5	0.00	NM	1	\$2,200.00
NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$2,200.00		0.00						
8	WKYC	10/19/12	10/19/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$1,500.00		0.00						
9	WKYC	10/19/12	10/19/12	M-F 730-8p Entertainment Tonight	CM	730-8p	----F--	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$1,600.00		0.00						
10	WKYC	10/19/12	10/19/12	Fri Prime B Fri Prime B	CM	9-10p	----F--	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
GRIMM-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$2,800.00		0.00						
11	WKYC	10/22/12	10/22/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	M-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$2,000.00		0.00						
12	WKYC	10/22/12	10/22/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
TONITE SHW-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$900.00		0.00						
13	WKYC	10/22/12	10/22/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$600.00		0.00						
14	WKYC	10/22/12	10/22/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$500.00		0.00						
15	WKYC	10/22/12	10/22/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$1,000.00		0.00						
16	WKYC	10/22/12	10/22/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$1,800.00		0.00						
17	WKYC	10/22/12	10/22/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$1,200.00		0.00						
18	WKYC	10/22/12	10/22/12		CM	M-Su 6:28p-7p	M-----	:30	1	\$2,200.00	P-5	0.00	NM	1	\$2,200.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Nightly News											
				Nightly News											
				NBC NITELY NWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$2,200.00			0.00			
19	WKYC	10/22/12	10/22/12	M-F 7-9a Today	CM	7a-9a	M-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
				Today Show											
				TODAY SHW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$1,500.00			0.00			
20	WKYC	10/22/12	10/22/12	M-F 730-8p	CM	730-8p	M-----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
				Entertainment Tonight											
				ENT TONIGHT 30											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$1,600.00			0.00			
21	WKYC	10/20/12	10/20/12	Sat 11-1135p	CM	11-1130p	-----S-	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
				LN SAT											
				CH 3 NWS AT 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		1			\$2,000.00			0.00			
22	WKYC	10/20/12	10/20/12	SAT TDY	CM	7a-9a	-----S-	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
				NBC Today Show (Sa)											
				SATURDAY TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		2			\$1,200.00			0.00			
23	WKYC	10/21/12	10/21/12	Post NFL News	CM	Various	-----S	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
				LN Sun Follows NFL											
				CH 3 NWS FOLO FB											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1			\$2,000.00			0.00			
24	WKYC	10/21/12	10/21/12	Browns Tonight	CM	Browns Tonight	-----S	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
				Browns Tonight											
				BROWNS TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1			\$600.00			0.00			
25	WKYC	10/21/12	10/21/12	SUN TDY	CM	8a-9a	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
				NBC Today Show (Su)											
				SUN TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1			\$1,200.00			0.00			
26	WKYC	10/21/12	10/21/12	Sun 9-1030a	CM	9a-1030a	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
				Channel 3 News Sun 9a											
				CH3 SU MRN NWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1			\$1,000.00			0.00			
27	WKYC	10/25/12	10/25/12	M-F 11-1135p	CM	11-1135p	---T---	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
				Channel 3 News at 11p M-F											
				CH 3 NWS AT 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1			\$2,000.00			0.00			
28	WKYC	10/25/12	10/25/12	Tonight Show	CM	1135p-1237a	---T---	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
				Tonight Show											
				TONITE SHW-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1			\$900.00			0.00			
29	WKYC	10/25/12	10/25/12	M-F 5-6a	CM	5a-6a	---T---	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
				Channel 3 News @ 5AM											
				CH3 NEWS SUNRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1			\$500.00			0.00			
30	WKYC	10/25/12	10/25/12		CM	5p-6p	---T---	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00

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WKYC

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				M-F 5-6p Dr. Phil											
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---			1		\$1,000.00		0.00				
31	WKYC	10/25/12	10/25/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	---T---	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
				CH 3 NWS AT 6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---			1		\$1,800.00		0.00				
32	WKYC	10/25/12	10/25/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	---T---	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
				CH3 NEWS TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---			1		\$1,200.00		0.00				
33	WKYC	10/25/12	10/25/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	---T---	:30	1	\$2,200.00	P-5	0.00	NM	1	\$2,200.00
				NBC NITELY NWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---			1		\$2,200.00		0.00				
34	WKYC	10/25/12	10/25/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
				TODAY SHW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---			1		\$1,500.00		0.00				
35	WKYC	10/25/12	10/25/12	M-F 730-8p Entertainment Tonight	CM	730-8p	---T---	:30	1	\$1,600.00	P-3	0.00	NM	3	\$1,600.00
				ENT TONIGHT 30											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---			1		\$1,600.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	NKYC	10/22/12-10/28/12		M-F 730-8p			730-8p		---Th----	:30	<del>(\$1,600.00)</del>	0.00	NM		
See MG 35.2,35.3,35.4															
[Prgm Change]															
2	NKYC	10/20/12-10/20/12		Browns Insider			SA 1030-11a		-----Sa--	:30	\$350.00	0.00	NM		
Ⓜ MG for 35.1 10/25															
3	NKYC	10/19/12-10/19/12		M-F 10-11a			10a-11a		-----F----	:30	\$250.00	0.00	NM		
Ⓜ MG for 35.1 10/25															
4	NKYC	10/19/12-10/19/12		M-F 5-6p			5p-6p		-----F----	:30	\$1,000.00	0.00	NM		
Ⓜ MG for 35.1 10/25															
36	WKYC	10/23/12	10/23/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	-T-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
				CH 3 NWS AT 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-T-----			1		\$2,000.00		0.00				
37	WKYC	10/23/12	10/23/12	Tonight Show Tonight Show	CM	1135p-1237a	-T-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
				TONITE SHW-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-T-----			1		\$900.00		0.00				
38	WKYC	10/23/12	10/23/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-----	:30	1	\$500.00	P-5	0.00	NM	1	\$500.00
				CH3 NEWS SUNRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-T-----			1		\$500.00		0.00				
39	WKYC	10/23/12	10/23/12	M-F 5-6p Dr. Phil	CM	5p-6p	-T-----	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-T-----			1		\$1,000.00		0.00				
40	WKYC	10/23/12	10/23/12		CM	6p-630p	-T-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00

Order / Rev: 691044  
 Alt Order #: 06179934  
 Flight Dates: 10/19/12 - 10/25/12

Advertiser: NRCC-IE  
 Product Desc: NRCC-IE 2012  
 Estimate: 2604

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6-630p Channel 3 News at 6p											
				CH 3 NWS AT 6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$1,800.00		0.00						
41	WKYC	10/23/12	10/23/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	-T-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
				CH3 NEWS TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$1,200.00		0.00						
42	WKYC	10/23/12	10/23/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	-T-----	:30	1	\$2,200.00	P-5	0.00	NM	1	\$2,200.00
				NBC NITELY NWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$2,200.00		0.00						
43	WKYC	10/23/12	10/23/12	M-F 7-9a Today Today Show	CM	7a-9a	-T-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
				TODAY SHW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$1,500.00		0.00						
44	WKYC	10/23/12	10/23/12	M-F 730-8p Entertainment Tonight	CM	730-8p	-T-----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
				ENT TONIGHT 30											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$1,600.00		0.00						
45	WKYC	10/24/12	10/24/12	Tonight Show Tonight Show	CM	1135p-1237a	--W----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
				TONITE SHW-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$900.00		0.00						
46	WKYC	10/24/12	10/24/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--W----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$600.00		0.00						
47	WKYC	10/24/12	10/24/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--W----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
				CH3 NEWS SUNRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$500.00		0.00						
48	WKYC	10/24/12	10/24/12	M-F 5-6p Dr. Phil	CM	5p-6p	--W----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$1,000.00		0.00						
49	WKYC	10/24/12	10/24/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--W----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
				CH 3 NWS AT 6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$1,800.00		0.00						
50	WKYC	10/24/12	10/24/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	--W----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
				CH3 NEWS TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$1,200.00		0.00						
51	WKYC	10/24/12	10/24/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	--W----	:30	1	\$2,200.00	P-5	0.00	NM	1	\$2,200.00
				NBC NITELY NWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$2,200.00		0.00						
52	WKYC	10/24/12	10/24/12		CM	7a-9a	--W----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 7-9a Today Today Show															
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- W - - -			1			\$1,500.00		0.00			
53	WKYC	10/24/12	10/24/12	M-F 730-8p	CM	730-8p	- - W - - -	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
Entertainment Tonight															
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- - W - - -			1			\$1,600.00		0.00			
													Totals	56	\$73,300.00